

Sale Begins Tuesday
Morning, January 2nd.

Whitehead & Simpson Co.
THE STORE OF SERVICE

The Extent of the Savings
By the Sale Price

JANUARY CLEARANCE



Clearance of Ladies' Ready-to-Wear

Dress Modes of the Hour at Zero Prices

GROUPED IN LOTS FOR QUICK SELLING

SILK AND WOOL DRESSES

Values
up to
\$98.50

\$35.00

In every way these modes are unusual, they possess all those fine points that one finds only in the better Dresses. These are our better models, and only because of our drastic end of season mark-downs are such distinctive garments available at this extremely moderate pricing.

SILK AND WOOL DRESSES

Values
up to
\$75.00

\$25.00

SILK AND WOOL DRESSES

Values
up to
\$59.50

\$22.50

SILK AND WOOL DRESSES

Values
up to
\$39.50

\$15.00

SILK AND WOOL DRESSES

Values
up to
\$25.00

\$10.00

This Suit Special

Is Typical of All Our January Price Reductions

Our entire stock of Ladies' Suits grouped in two lots to close out quickly. Handsome fur trimmed, braided and plain tailored models, representing all the popular materials of the season.

LOT 1—

LADIES' SUITS

Values up to \$150.00

\$49.50

LOT 2—

LADIES' SUITS

Values up to \$75.00

\$25.00

Still Lower Prices on Winter Coats

Of special interest in this outstanding sale month is the excellence of the coats on sale. Traditionally fine in every respect, in various favored modes, remarkably low priced.

LADIES' COATS

Values up to \$150.00

\$50.00

LADIES' COATS

Values up to \$100.00

\$35.00

LADIES' COATS

Values up to \$49.50

\$19.75

LADIES' COATS

Values up to \$29.50

\$12.75

WOOL SKIRTS

Entire stock plain and novelty Skirts, Clearance Sale

One-Half Price

LADIES' WAISTS

Including entire stock lovely Georgette and Crepe de Chine Blouses

One-Half Price

MISSSES' WOOL MIDDY DRESSES

Values up to \$9.75

Your Choice \$5.00

OUTING GOWNS

Ladies and Children's Outing Gowns in plain and fancies

25% Discount

LADIES' AND MISSSES' SWEATERS

Entire stock of the season's popular styles and colors

One-Third Off

INFANTS' AND BABIES' SWEATERS

and Saques—a large assortment to select from; Clearance Sale

One-Third Off

Clearance of Ladies' Silk Underwear

\$3.00 Garments	\$2.25
\$3.50 Garments	\$2.65
\$4.25 Garments	\$3.20
\$5.00 Garments	\$3.75
\$6.75 Garments	\$5.10
\$7.50 Garments	\$5.65
\$8.50 Garments	\$6.40
\$11.75 Garments	\$8.85
\$12.50 Garments	\$9.40
\$15.00 Garments	\$11.25

We're Off to

The First Big Event of the
Season Starts Tuesday with
at Lowest Price Levels---

Twice a year the unusual and sensational happens here
Twice a year the clean-up must be as complete as the re-
thoroughly combed and original prices are reduced to

Clearance Prices on Silk Woolens and Cotton Piece Goods

One lot Bolivia Coating, all new colors, 56 inches wide; regular \$4.50 seller; Clearance Price, yard	\$2.95
One lot Fancy Plaid Skirtings, 56 inches wide; \$4.00 seller; Clearance Price, yard	\$2.95
One lot Wool Crepe, 56 inches wide; regular \$4.00 value; Clearance Price, yard	\$3.00
One lot Wool Tricotine; our regular \$4.00 seller; Clearance Price, yard	\$3.75
One lot Pressed Middy Flannel, 54 inches wide; a \$2.50 seller; Clearance Price, yard	\$1.65
One lot Storm Serge; all bright colors; 50 inches wide; sells \$1.50 a yard; Clearance Price, yard	95¢
One lot Canton Crepe, 40 inches wide; assorted colors; regular \$4.00 seller; Clearance Price, yard	\$2.75
One lot Canton Crepe; 40 inches wide; assorted colors; our \$3.50 seller; Clearance Price, yard	\$2.45
One lot Satin and Charmeuse, 40 inches wide; \$3.50 and \$4.00 sellers; to close out; Clearance Price, yard	\$1.75
One lot 40 inch Crepe de Chine, all good colors; regular \$1.75 seller; Clearance Price, yard	\$1.35
One lot Kimono Silk and Coat Lining; \$1.50 value; Clearance Price, yard	\$1.25
\$1.35 value; Clearance Price, yard	95¢

ALL SILKS AND WOOLENS NOT LISTED GO IN CLEARANCE SALE AT 25% DISCOUNT.

ALL DRESS TRIMMINGS 25% DISCOUNT.
ALL REMNANTS OF ALL KINDS ONE-THIRD OFF.
ALL LACES, CLEARANCE SALE ONE-FOURTH OFF.
ONE LOT ROYAL SOCIETY PACKAGES, ONE-HALF PRICE

One lot Fancy All-over Lace and Flouncing to close out; Clearance Sale

CLEARANCE OF LINENS, COTTON PIECE GOODS AND STAPLES

One lot Pure Linen Table Damask and one lot Napkins; Clearance Sale	1/2 off
One lot Underwear Crepe in plain and fancy colors; regular 35c seller; Clearance Price, yard	25¢
All Dress Linens and Handkerchief Linens; Clearance Sale	1/2 off
One lot Japanese Crepe in plain and fancy; regular 38c seller; Clearance Price, yard	25¢

MADRAS SHIRTINGS

Full 36 inches wide; all go at Clearance Prices.

50c seller, at	35¢
65c seller, at	45¢
75c seller, at	55¢

One lot Draperies, fancy Nets and Cretonnes; all priced regular above 50c yard, go in Clearance Sale

One lot Kimono Flannels; Clearance Price, yard

Corticelli Knitting Yarn; Clearance Price, the ball

Counterpanes—Our entire stock go in Clearance Sale

One lot Bath Towels, slightly damaged; to close out, Clearance Sale

One lot 36 inch Percale, guaranteed fast colors, 36c sellers, at, yard

One lot 32 inch French Gingham; regular 65c sellers; Clearance Price, yard

One lot Scotch Ginghams, all good colors; regular 50c seller; Clearance price, yard

One lot Kalburnie Gingham; regular 35c seller; Clearance Price, yard

One lot 25c Ginghams; Clearance Price, yard

One lot Outing; light and dark colors; to close out; Clearance Price, yard

One lot Outing, the very best grade, plain and fancies; regular 20c seller; Clearance Sale, yard

One lot All Wool Blankets; slightly damaged; regular values up to \$15.00; to close out; Clearance Price

Entire stock Comforts, to close out; Clearance Sale

Clearance of odd lot in Ladies Munsing Union Suits; all in winter weight; no refunds; no exchange;

many styles and sizes in Clearance Sale